

ORDER



KSNV

Orders

Order / Rev: **105533**
 Alt Order #: **06843180**
 Product Desc: **OBAMA SKED C**
 Estimate: **1617**
 Flight Dates: **08/18/12 - 09/04/12**
 Original Date / Rev: **08/17/12 / 08/29/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **GMMB, Inc./ Washington D.C.**
 Buying Contact: _____
 Billing Contact: _____

 Washington Harbor
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Obama for America - Revised**
 Demographic: **A35+**
 Product Codes: **PLC01-Democrat**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru: _____
 Order Separation: **00:05:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	53	\$37,100.00	\$31,535.00
08/27/12	09/04/12	44	\$32,975.00	\$28,028.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$37,100.00	\$31,535.00	0.00
September 2012	44	\$32,975.00	\$28,028.75	0.00
Totals	97	\$70,075.00	\$59,563.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$70,075.00
Market	100%	\$250,267.86

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$65,069.64
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$50,053.57
KTUD	0%	\$0.00
KVVU	17%	\$42,545.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$22,524.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/20/12	08/31/12	Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,400.001		0.00	NM	9	\$12,600.00
				Today Show											

TODAY SHW

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 105633
 Alt Order #: 06843180
 Flight Dates: 08/18/12 - 09/04/12

Advertiser: Obama for America
 Product Desc: OBAMA SKED C
 Estimate: 1617

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	08/20/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	9	\$4,050.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$450.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					4	\$450.00		0.00			
E 12	KSNV	08/20/12	08/27/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$2,300.00	1	0.00	NM	2	\$4,600.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$2,300.00		0.00			
Week:		08/27/12	09/02/12	M-----					1	\$2,300.00		0.00			
E 13	KSNV	08/21/12	08/28/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	2	\$8,000.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$4,000.00		0.00			
Week:		08/27/12	09/02/12	-T-----					1	\$4,000.00		0.00			
E 14	KSNV	08/24/12	08/31/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	2	\$5,200.00
GRIMM-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$2,600.00		0.00			
Week:		08/27/12	09/02/12	----F--					1	\$2,600.00		0.00			
E 15	KSNV	08/24/12	08/31/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	2	\$6,400.00
DATELINE FR-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$3,200.00		0.00			
Week:		08/27/12	09/02/12	----F--					1	\$3,200.00		0.00			
N 16	KSNV	09/03/12	09/04/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					1	\$1,400.00		0.00			
N 17	KSNV	09/03/12	09/04/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MT-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					1	\$500.00		0.00			
N 18	KSNV	09/03/12	09/04/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					1	\$325.00		0.00			
N 19	KSNV	09/03/12	09/04/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					1	\$325.00		0.00			
N 20	KSNV	09/03/12	09/04/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					1	\$425.00		0.00			
N 21	KSNV	09/03/12	09/04/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					1	\$425.00		0.00			
N 22	KSNV	09/03/12	09/04/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00

Order / Rev: 105633
 Alt Order #: 06843180
 Flight Dates: 08/18/12 - 09/04/12

Advertiser: Obama for America
 Product Desc: OBAMA SKED C
 Estimate: 1617
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MT-----			1		\$325.00		0.00				
N 23	KSNV	09/03/12	09/04/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MT-----			1		\$450.00		0.00				
													Totals	97	\$70,075.00